UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/687,819	10/20/2003	Yasushi Shikata	03560.003386.	2635

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EXAMINER
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ART UNIT	PAPER NUMBER
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

PTOL-90A (Rev. 04/07)

	Application No.	Applicant(s)
Office Action Summary	10/687,819	SHIKATA ET AL.
	Examiner	Art Unit	
	Jason Thomas	2423	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *23 November 2009*.
2a)☒ This action is **FINAL**.   2b)☐ This action is non-final.
3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *19-21* is/are pending in the application.
    4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5)☐ Claim(s) _____ is/are allowed.
6)☒ Claim(s) *19-21* is/are rejected.
7)☐ Claim(s) _____ is/are objected to.
8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.
10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.
    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
    a)☒ All   b)☐ Some * c)☐ None of:
      1.☒ Certified copies of the priority documents have been received.
      2.☒ Certified copies of the priority documents have been received in Application No. *10/687,819*.
      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)
2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3)☐ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date _____.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____.
5)☐ Notice of Informal Patent Application
6)☐ Other: _____.

DETAILED ACTION

Response to Arguments

1. Applicant's arguments with respect to claims 19-21 have been considered but are

moot in view of the new ground(s) of rejection.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set
> forth in section 102 of this title, if the differences between the subject matter sought to be patented and
> the prior art are such that the subject matter as a whole would have been obvious at the time the
> invention was made to a person having ordinary skill in the art to which said subject matter pertains.
> Patentability shall not be negatived by the manner in which the invention was made.

1. Claims 19-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over

Yamamoto, U.S. Pat. No. 7,302,696 B1 (hereinafter Yamamoto), in view of McNeely,

U.S. Pub. No. 2002/0069222 A1 (hereinafter McNeely) and Reams, U.S. Pub. No.

2002/0157111 A1 (hereinafter Reams).

Regarding claims 19 and 21: Yamamoto teaches a signal processing

apparatus and method comprising: a receiver for receiving data comprising print

contents (see [abstract], [col. 2, ll. 24-38], [col. 3, ll. 15-26] for a receiver which

receives data comprising printable contents) transmitted from a sender so as to be

simultaneously receivable by a plurality of receivers (see [col. 2, ll. 13-24], [col. 7, ll.

1-12] where coupon data is broadcasted on a channel accessible by a plurality of

users); and a processor for outputting, to a printer, print data in accordance with both

of the data received by the receiver and user information of a user of the signal

processing apparatus (see [col. 8, ll. 11-27] where a set top box which is connected

to a set top box printer inherently has a processor for outputting to a printer; see also

[fig. 17], [cols. 10-11, ll. 59-8] for print data that is in accordance with coupon data

and user information).

Yamamoto also teaches wherein the data received by the receiver comprises

a plurality of print contents (first data); wherein the processor automatically selects

one of the plurality of print contents in accordance with the user information, and

obtains the print data from the selected print content (see [cols. 10-11, ll. 59-28]

where the print contents received from a remote location can all be stored on the

local set top box and selected in the same manner from that local location using

user-related data to correlate which print content best matches the user); and

wherein the user information comprises a location where the user is viewing a

program, such that the processor selects one of the plurality of print contents in

accordance with the location; the user information comprises information identifying

the user, and the processor selects one of the plurality of print contents in

accordance with the information identifying the user; and the user information

comprises information identifying a television set used by the user, such that the

processor selects one of the plurality of print contents in accordance with the

information identifying the television set (see [col. 4, ll. 3-20], [cols. 10-11, ll. 59-28]

correlation using user-related data which is used for correlating containing a location

of where the user is viewing, identification of the user, and information identifying a

television set; see also [col. 2, ll. 13-24] for coupon selection which is correlated with

a television program the user is watching at a particular time at which it is

broadcast).

Yamamoto however does not explicitly teach the concept of sub-print

contents and also does not adequately teach the act of correlating coupons with

user data or wherein the print content is constructed in a mark-up language.

McNeely teaches the use of active tags in documents which can be used to

convert a generic document into an active markup language document by identifying

the "active areas" (i.e. areas which will be updated with dynamic information) and

linking such areas to source information to provide dynamic information embedding

and updating (see [abstract], [figs. 2, 3], [07-09], [21], [50-52] for "active areas" which

read on sub-print information, which provide dynamics data fields to be used to

retrieve information to fill said data fields with relevant data). Therefore, it would

have been obvious to one of ordinary skill in the art at the time the invention was

made to modify the data fields used to create the customizable coupons, by using

active tags, which read on sub-print contents, as taught by McNeely, for the purpose

enabling a single source document to be used as a generic source document and

updated with relevant data when the prior data is no longer appropriate.

McNeely however does not teach using the sub-print contents to correlate the

"active areas" or data fields with user data.

Reams teaches using dynamic fields, which read on sub-print contents to

capture user information which can be used to rewrite a property value, such as the

viewing time of a broadcast program (see [fig. 2], [14]). Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify which data is captured by capturing user information such as viewing time, as taught by Reams, in order to capture useful information that will assist in providing information necessary to receive the program-related coupons (see [17]).

Regarding claim 20: The combined teachings of the aforementioned prior art, teach a memory unit adapted to store the data-broadcast data, wherein the processing unit accesses the memory unit in response to a user's operation so as to output the print data for print content with setting information including at least one of information specifying the number of sheets to be printed and identification information of the print content (see Yamamoto [figs. 10, 11], [col. 8, ll. 11-27], [col. 8, ll. 28-39], [col. 8, ll. 50-61] where identification information, which specifies the coupon to be printed, is an inherent part of the printing process which allows the user to select a particular coupon, saved in a storage area "My Coupons", such that the user can send a specifically selected coupon among the other saved coupon to the printer for printing).

Conclusion

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jason Thomas whose telephone number is (571) 270-5080. The examiner can normally be reached on Mon. - Thurs., 8:00 a.m. - 5:00 p.m..

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Andrew Koenig can be reached on (571) 272-7296. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for

published applications may be obtained from either Private PAIR or Public PAIR.

Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see http://pair-direct.uspto.gov. Should

you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a

USPTO Customer Service Representative or access to the automated information

system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

J. Thomas

/Andrew Y Koenig/
Supervisory Patent Examiner, Art Unit 2423